

Rep Order# 8863442 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 37382

Printed: 10/05/2012 9:06 AM
Last Received: 10/05/2012 8:44 AM
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
TOTAL - \$69,835
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	400A-459A		:30	\$25.00	10/16-10/19	7	1	7	\$175.00	
				Buyline Comment: NEWS								
	2	M	400A-459A		:30	\$25.00	10/22-10/22	2	1	2	\$50.00	
				Buyline Comment: NEWS								
	3	TU-F	700A-900A		:30	\$165.00	10/16-10/19	10	1	10	\$1,650.00	
				Buyline Comment: THS MRN								
	4	M	700A-900A		:30	\$165.00	10/22-10/22	3	1	3	\$495.00	
				Buyline Comment: THS MRN								
	5	TU-F	500A-600A		:30	\$185.00	10/16-10/19	11	1	11	\$2,035.00	
				Buyline Comment: NEWS								
	6	M	500A-600A		:30	\$185.00	10/22-10/22	3	1	3	\$555.00	
				Buyline Comment: NEWS								
	7	TU-F	600A-700A		:30	\$250.00	10/16-10/19	8	1	8	\$2,000.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	8	M	600A-700A		:30	\$250.00	10/22-10/22	2	1	2	\$500.00	
				Buyline Comment: NEWS								
	9	TU-F	1200P-1230P		:30	\$275.00	10/16-10/19	4	1	4	\$1,100.00	
				Buyline Comment: NEWS								
	10	M	1200P-1230P		:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	11	TU-F	300P-40CP		:30	\$375.00	10/16-10/19	4	1	4	\$1,500.00	
				Buyline Comment: ELLEN								
	12	M	300P-40CP		:30	\$375.00	10/22-10/22	1	1	1	\$375.00	
				Buyline Comment: ELLEN								
	13	TU-F	1000A-1100A		:30	\$400.00	10/16-10/19	1	1	1	\$400.00	
				Buyline Comment: PRICE RITE								
	14	M	1000A-1100A		:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
				Buyline Comment: PRICE RITE								
	15	TU-F	900A-1000A		:30	\$275.00	10/16-10/19	4	1	4	\$1,100.00	
				Buyline Comment: KELLY								
	16	M	900A-1000A		:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
				Buyline Comment: KELLY								
	17	TU-F	1100A-1200P		:30	\$500.00	10/16-10/19	0	0	0	\$0.00	
				Buyline Comment: YNG & RSTLSS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	18	M	1100A-1200P		:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
				Buyline Comment: YNG & RSTLSS								
	19	SU	500P-700P		:30	\$215.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: NEWS								
	20	SA	500P-700P		:30	\$185.00	10/20-10/20	2	1	2	\$370.00	
				Buyline Comment: NEWS								
	21	TU-F	500P-630P		:30	\$400.00	10/16-10/19	8	1	8	\$3,200.00	
				Buyline Comment: NEWS								
	22	M	500P-630P		:30	\$400.00	10/22-10/22	2	1	2	\$800.00	
				Buyline Comment: NEWS								
	23	TU-F	430P-500P		:30	\$350.00	10/16-10/19	8	1	8	\$2,800.00	
				Buyline Comment: NEWS								
	24	M	430P-500P		:30	\$350.00	10/22-10/22	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	25	SA	700P-800P		:30	\$165.00	10/20-10/20	1	1	1	\$165.00	
				Buyline Comment: ET WKND								
	26	TU-F	700P-800P		:30	\$300.00	10/16-10/19	3	1	3	\$900.00	
				Buyline Comment: ET/INSDR								
	27	M	700P-800P		:30	\$300.00	10/22-10/22	0	0	0	\$0.00	
				Buyline Comment: ET/INSDR								
	28	TU-F	630P-700P		:30	\$275.00	10/16-10/19	2	1	2	\$550.00	
				Buyline Comment: INS EDIT								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*29	M	630P-700P		:30	\$275.00	10/22-10/22	0	0	0	\$0.00	
			Buyline Comment: INS EDIT									
			Sales Remark: V7 .									
			V7 Comment Changed, Spots/week Changed									
	30	TU	800P-90CP		:30	\$2,000.00	10/16-10/16	0	0	0	\$0.00	
			Buyline Comment: NCIS									
	31	TU	1000P-1100P		:30	\$1,300.00	10/16-10/16	0	0	0	\$0.00	
			Buyline Comment: VEGAS									
	32	TU	900P-1000P		:30	\$2,000.00	10/16-10/16	2	1	2	\$4,000.00	
			Buyline Comment: NCIS LA									
	33	TH	900P-1000P		:30	\$1,800.00	10/18-10/18	0	0	0	\$0.00	
			Buyline Comment: PERS OF INT									
	34	SU	700P-80CP		:30	\$6,000.00	10/21-10/21	1	1	1	\$6,000.00	
			Buyline Comment: 60 MIN									
	35	M	1000P-1100P		:30	\$1,900.00	10/22-10/22	0	0	0	\$0.00	
			Buyline Comment: HAWAII									
	36	M	900P-1000P		:30	\$2,200.00	10/22-10/22	2	1	2	\$4,400.00	
			Buyline Comment: 2 GRLS/ MIKE&MLLY									
	37	SU	1000P-1100P		:30	\$1,900.00	10/21-10/21	1	1	1	\$1,900.00	
			Buyline Comment: MENTALIST									

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	38	F	1000P-1100P		:30	\$1,400.00	10/19-10/19	1	1	1	\$1,400.00	
				Buyline Comment: BLUE BLOODS								
	39	F	900P-1000P		:30	\$1,200.00	10/19-10/19	1	1	1	\$1,200.00	
				Buyline Comment: MD IN JRSY								
	40	SU	900P-1000P		:30	\$1,400.00	10/21-10/21	1	1	1	\$1,400.00	
				Buyline Comment: GD WIFE								
	41	F	800P-900P		:30	\$1,200.00	10/19-10/19	1	1	1	\$1,200.00	
				Buyline Comment: CSI NY								
	42	M	800P-900P		:30	\$1,600.00	10/22-10/22	1	1	1	\$1,600.00	
				Buyline Comment: MTHR/PRTNR								
	43	TH	1000P-1100P		:30	\$2,200.00	10/18-10/18	0	0	0	\$0.00	
				Buyline Comment: ELEMNTY								
	44	SU	800P-900P		:30	\$1,800.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: AMZING RACE								
	45	W	800P-900P		:30	\$1,900.00	10/17-10/17	1	1	1	\$1,900.00	
				Buyline Comment: SRVIVOR								
	46	W	900P-1000P		:30	\$2,300.00	10/17-10/17	1	1	1	\$2,300.00	
				Buyline Comment: CRIM MINDS								
	47	W	1000P-1100P		:30	\$2,000.00	10/17-10/17	1	1	1	\$2,000.00	
				Buyline Comment: CSI								

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	48	TH	800P-900P		:30	\$2,100.00	10/18-10/18	1	1	1	\$2,100.00	
				Buyline Comment: BG BNG/2.5 MEN								
	49	SA	1000P-1100P		:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
				Buyline Comment: 48 HR MYST								
	50	TU-F	1130P-1230A		:30	\$200.00	10/16-10/19	3	1	3	\$600.00	
				Buyline Comment: LTTRMAN								
	51	M	1130P-1230A		:30	\$200.00	10/22-10/22	1	1	1	\$200.00	
				Buyline Comment: LTTRMAN								
	52	TU-F	1230A-130A		:30	\$110.00	10/16-10/19	4	1	4	\$440.00	
				Buyline Comment: FRGUSN								
	53	M	1230A-130A		:30	\$110.00	10/22-10/22	1	1	1	\$110.00	
				Buyline Comment: FRGUSN								
	54	SA-SU	1100P-1130P		:30	\$300.00	10/20-10/21	2	1	2	\$600.00	
				Buyline Comment: NEWS								
	55	TU-F	1100P-1130P		:30	\$500.00	10/16-10/19	2	1	2	\$1,000.00	
				Buyline Comment: NEWS								
	56	M	1100P-1130P		:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
				Buyline Comment: NEWS								
	57	SU	630A-800A		:30	\$215.00	10/21-10/21	2	1	2	\$430.00	
				Buyline Comment: SN MRN								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	58	SU	800A-83CA		:30	\$215.00	10/21-10/21	1	1	1	\$215.00	
				Buyline Comment: NEWS								
	59	SU	830A-90CA		:30	\$265.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: FACE NATN								
	60	M	1000P-1030P		:30	\$300.00	10/22-10/22	2	1	2	\$600.00	
				Buyline Comment: ET								
	61	M	1030P-1100P		:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
				Buyline Comment: INSIDE EDITION								
	62	SU	1000A-400P		:30	\$7,700.00	10/21-10/21	1	1	1	\$7,700.00	
				Buyline Comment: NFL								
	63	SA	800P-1000P		:30	\$2,000.00	10/20-10/20	1	1	1	\$2,000.00	
				Buyline Comment: PRIME MOVIE								
	64	SA	1135P-1235A		:30	\$95.00	10/20-10/20	1	1	1	\$95.00	
				Buyline Comment: PRIVATE PRACTICE								
	65	SA	1235A-135A		:30	\$50.00	10/20-10/20	1	1	1	\$50.00	
				Buyline Comment: DAVINCI'S...								

---REPORT TOTALS---

Report Totals: 132 / \$69,835.00

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—SALES MONTHLY TOTALS—

Oct 12: 132 / \$69,835.00
Sales Totals: 132 / \$69,835.00
Station Totals: 132 / \$69,835.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$232,783	CABL 0%	KLAS 30%	KSNV 40%	KTNV 25%	KTUD 0%
		KVCW 0%	KVMY 0%	KVVU 5%	UNKN 0%	

Books null
Demos RA35+